***Press* Release**

The Meteorological Office

PRESS OFFICE

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New head of marketing forecasts fair weather at The Met. Office

Gareth John has been appointed Head of Sales and Marketing for The Met. Office's Commercial Division.

Gareth, who until recently held the role of Head of Marketing at DMG Business Media, will be responsible for developing the seven newly-created business units within The Met. Office¹s commercial arm.

A member of the Chartered Institute of Marketing, Gareth¹s career has afforded him both sales experience, with VNU Publishing, Emap and The Mail on Sunday and, more recently, marketing and strategic planning experience at investment house Save & Prosper and The Daily Mail Group.

The Met. Office's Commercial Division was created in April this year, to compete with the private sector in the supply of weather services to businesses such as insurance, retail and the media. In his new role, Gareth will be responsible for creating business opportunities and developing the services already provided across the Division's business units.

"The recent creation of seven focused business units within the Commercial Division will not only strengthen The Met. Office¹s ability to maintain an excellent service for existing customers, but will also create a solid infrastructure for developing our commercial business further," said Gareth. "I look forward to building upon these foundations."

Since completing his MBA, Gareth has developed a particular interest in relationship marketing and its application within the business information market. Last year he served as a member of the judging panel for the inaugural Marketing magazine awards for relationship marketing.

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